



**PROSPECTING FOR GOLD LTD**  
Wealth Intelligence Services™

**Beyond List Rental**

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# Our data – research not list generation

## The Wealth Intelligence Database

- The UK's largest database of millionaires & influential people – based on 30 years researching public domain information
- Contains around 240,000 records

## Million Pound Properties

- 200,000 properties with estimated value of £1 million and above – the homes of the wealthy and affluent
- Around  $\frac{3}{4}$  are not on the Wealth Intelligence Database



# Our approach: Research for targeted fundraising

- Wealth screening – using your data
- New ‘affinity’ HNW Prospects – using our data
- Millionaire Next Door – geographic prospects using our data
- Profiles (networks) – using our data



# Focus on cultivation

- Where are the potential big gifts?
- What do you need to know to access them?



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